

## **COMMITTEE BRIEF**

### **Promotion & Development Committee**

#### **1. Committee Objective :**

To publicise Cromer in order to encourage people to come to Cromer to live, work or visit, liaising with other organisations to achieve this. To promote the Town Council and its activities thus maintaining a leading role in this regenerating community.

#### **2. The Functions of the Committee:**

- 2.1 To advise and report to the Town Council on publicity matters relating to events and activities in Cromer aimed at the promotion of the town:
- 2.2 To set a Committee Budget in the Autumn, to achieve its objective.
- 2.3 To undertake projects and activities to achieve its objective.
- 2.4 To arrange civic events and the Annual Town Meeting.
- 2.5 Publicity: To organise and promote civic and other events and publications.  
To liaise and assist other organisations involved in the promotion of the town.  
To manage and promote the marriage and civil ceremony licence facility at North Lodge Park.

#### **3. Committee Membership:**

Chairman and Vice-Chairman (Council members) and at least 3 other appointed members from Council.

Ex-officio members (representatives from Chamber of Trade, North Norfolk Hotel and Guest House Association, Cromer Voluntary Entertainments Organisation, R.N.L.I., Poppyland Partnership, Cromer in Bloom, Twinning, Town Crier, Fireworks Committee, Tourist Information).

The Mayor and Deputy Mayor are also members of the Committee.

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Revised July 2004

Revised June 2007

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